

CLAIM AMENDMENT(S)

*Listing of Claims:*

1. (Currently Amended) A computer implemented method comprising:  
creating an enhanced popularity score for a piece of information based on  
inflation factors applied to ~~uses~~ clicks of the piece of information, wherein the inflation  
factors weigh more recent ~~uses~~ clicks of the piece of information more heavily than older  
~~uses~~ clicks of the piece of information;  
ranking the piece of information among other pieces of information based on the  
enhanced popularity score; and  
generating a search report comprising the piece of information using the ranking.
2. (Canceled)
3. (Currently Amended) A computer implemented method comprising:  
receiving a request from a user to search a collection of information;  
determining a result of the search consisting of ranking the result based on an  
enhanced popularity score, wherein the enhanced popularity score for a piece of  
information weighs more heavily a newer ~~use~~ click for the piece of information than an  
older ~~use~~ click for the piece of information; and  
sending the result to the user.
4. (Previously Presented) The computer implemented method of claim 3 wherein  
said enhanced popularity score is created using adaptive inflation scoring.
5. (Previously Presented) The computer implemented method of claim 3 wherein  
said enhanced popularity score is created using blended inflation scoring.
6. (Currently Amended) An apparatus comprising:  
a database containing indexed information further containing an enhanced  
popularity score related to information contained in the database, wherein the

enhanced popularity score for a piece of information weighs more heavily a newer ~~use~~ click for the piece of information than an older ~~use~~ click for the piece of information; and

a module for accessing the database to determine the results of a search requested from a user, wherein the results of the search consist of pieces of information ranked according to the enhanced popularity score.

7. (Original) The database of claim 6 wherein said information is a representation of data available over the Internet.

8. (Original) The database of claim 6 wherein said information is discrete data which is wholly contained in said database.

9. (Currently Amended) A computer implemented method ~~of generating an enhanced popularity score~~ comprising:

receiving a request from a user to search a collection of information;

collecting a ~~use~~ time history of clicks for a piece of information;

creating a modified ~~use~~ time history of clicks by applying a time decay rate to each ~~use~~ click in said ~~use~~ time history of clicks, wherein the time decay rate produces a value greater for a newer ~~use~~ click of the piece of information than an older ~~use~~ click of the piece of information; and

generating the enhanced popularity score for the piece of information based on the modified ~~use~~ time history of clicks;

determining the result of the search consisting of ranking the piece of information based on the enhanced popularity score; and

sending the result to the user.

10. (Currently Amended) The computer implemented method of claim 9, wherein said time decay rate is modified based on the time history of historical use clicks of the piece of information.

11. (Currently Amended) The computer implemented method of claim 9, wherein said enhanced popularity score is adjusted based on assessing actual ~~use~~ click rate of said piece of information against expected ~~use~~ click rate.

12. (Currently Amended) The computer implemented method of claim 10, wherein said historical ~~use~~ click is stored as a static value, wherein said static value may be adjusted periodically.

13. (Currently Amended) The computer implemented method of claim 10, wherein said time history of ~~historical~~ ~~use~~ click is reassessed dynamically.

14. (Currently Amended) The computer implemented method of claim 9, wherein said time decay rate is modified dynamically based on the rate of ~~use~~ click of said information.

15. (Currently Amended) A method comprising:  
receiving a request from a user to search a collection of information;  
assigning at least a high ~~use~~ click time decay rate and a low ~~use~~ click time decay rate to a piece of information;  
tracking a ~~use~~ click history of said piece of information;  
generating at least two hypothetical enhanced popularity scores based on said ~~use~~ click history and said high and low ~~use~~ click time decay rates, wherein the time decay rates produce a value greater for a newer ~~use~~ click of said piece of information than an older ~~use~~ click of said piece of information; ~~and~~  
generating an enhanced popularity score for said piece of information by applying a weighting factor to said hypothetical scores;  
determining the result of the search consisting of ranking the piece of information based on the enhanced popularity score; and  
sending the result to the user

16. (Currently Amended) The method of claim 15 wherein said weighting factor is based on the actual rate of ~~use~~ click of the piece of information.
17. (Currently Amended) The method of claim 16 wherein said enhanced popularity score is adjusted based on assessing actual ~~use~~ click rate of said piece of information against and expected ~~use~~ click rate.
18. (Currently Amended) The method of claim 16 wherein said piece of information is a website and said rate of ~~use~~ click is the traffic to said website.
19. (Original) The method of claim 18 wherein said traffic to said website is an estimated value.
20. (Currently Amended) A method ~~of using checksum coding~~, consisting of:  
receiving a request from a user to search a collection of information;  
placing a time and date code in a call to a tracking website; and  
reviewing the time and date code at the tracking website to determine whether to account for the website call in an enhanced popularity score, wherein the enhanced popularity score weighs more heavily a newer ~~use~~ click of a piece of information than an older ~~use~~ click of the piece of information;  
determining the result of the search based on the enhanced popularity score; and  
sending the result to the user.
21. (Original) The method of claim 20 wherein said step of determining whether to account for the website call comprises determining the time elapsed from the time said time and date code was generated.
- 22-27 (Canceled).